



Science for society

- ✗ **Put the public at the spotlight of your outreach.** Empathize with them. If they do not understand you, perhaps you are not explaining yourself properly.
- ⊕ **Be humble, without being aggressive or patronizing.**
- ⊕ **Avoid disrespectful or unpleasant jokes or comments, such as those related to age, appearance, sexism, homophobia, racism or despective phrases** like 'magnetism explained to your grand-mother'.
- ✗ **Always try to correlate the science you are showing with society's improvement,** especially if it affects nowadays issues.

Women and science



- ✗ **Do not forget to mention women that have contributed to the research you are showing.** Remember that female scientists hardly appear in textbooks.
- ✗ Pay attention to the involvement of boys and girls in your activity. **If you perceive girls are less participatory, encourage them to answer questions or choose them as volunteers.**
- ✗ **Avoid transmitting stereotypes,** for example that science is done by genius working alone, or that boys have better aptitudes than girls for science. Show science as a team activity, done by people that work hard and enjoy.

Inclusive science

- ⊕ **Inclusive Science is not only the people you mention, but the images, the examples, and the language you use.** Inclusion embraces other ethnicities, gender identities, and functional diversity. What is not named, does not exist.



- ⊕ **Make your outreach teams as much heterogeneous as you can, taking into account gender, age, nationality, and culture.**
- ✗ **Remember that you do not know the personal background of your audience. Avoid jokes and stereotypes, and be respectful.**